

Real Time Information — Currency of the New Decade

Hilton San Francisco Union Square | San Francisco, CA April 26-28, 2010



Industrial Scale Demand Response

Brian Helms Power Markets Coordinator Alcoa Power Generation

Warrick Power Plant

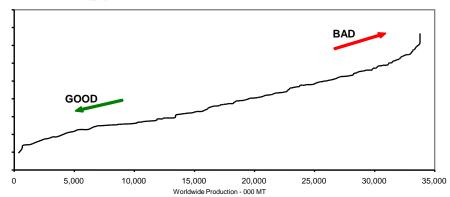


Generation Assets:

- 780 MW's Coal Generation
- (4) B&W Wall-Fired Boilers
- Vintage 1960's
- 2.8 mm tons coal/annual
- Illinois basin with Low NOx burners/SCR
- FGD Scrubbers

Aluminum Smelting Economics

Energy is 30-40% of Aluminum Production Costs....



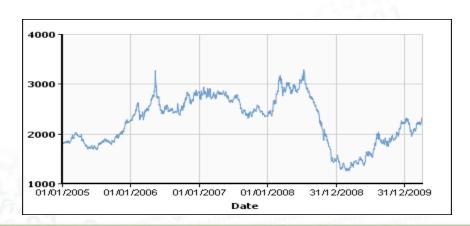
Worldwide Smelter Cash Production Costs

Competition in a Worldwide Commodities Market....

Warrick Operations is

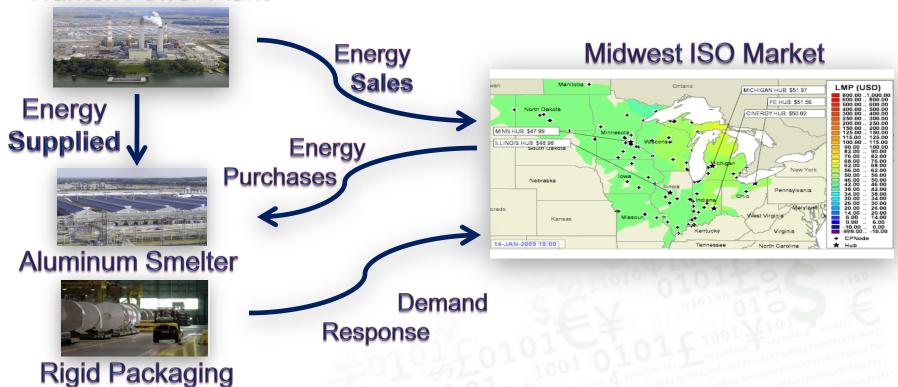
Alcoa's Largest Operating U.S. Smelter

330,000 MT capacity/year

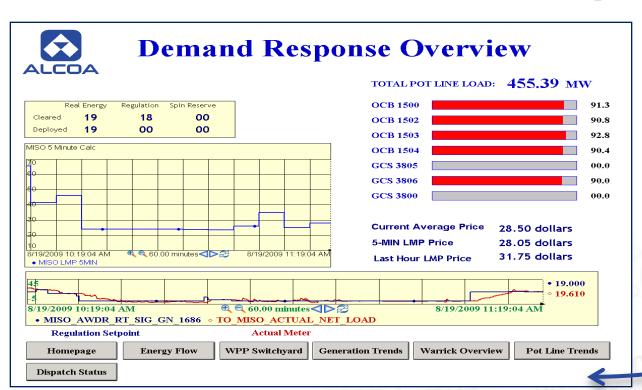


Midwest ISO Interface

Warrick Power Plant



Warrick Demand Response

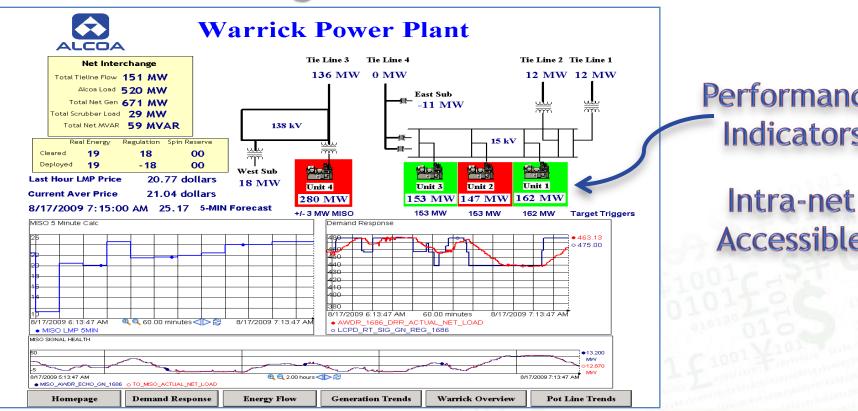


Real Time Data

Customer Driven

Hyperlinks

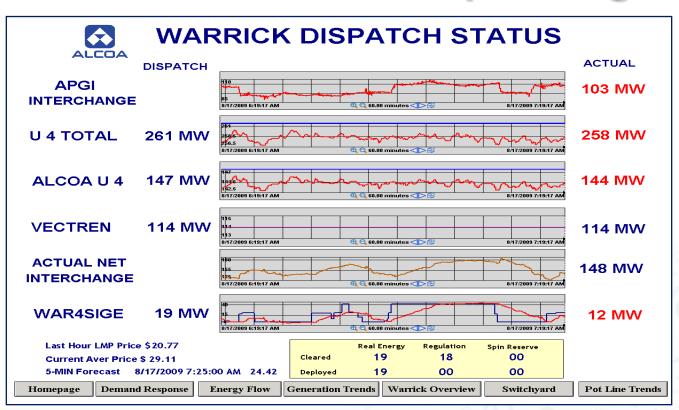
High Level Overview



Performance Indicators

Accessible

Power Plant Operating Tools

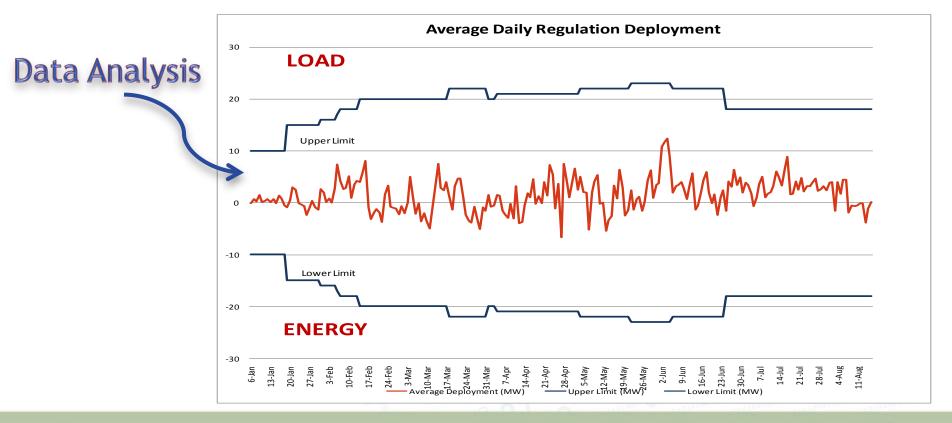


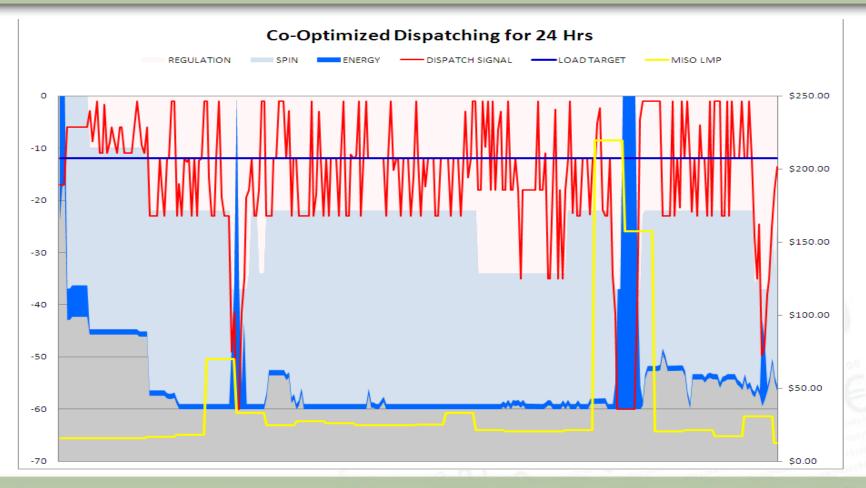
Functionality

Operator Buy-in

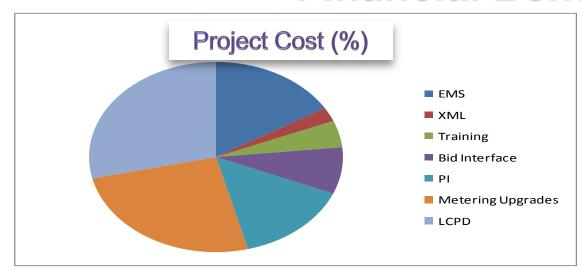
Ownership

Daily Production Impact of Regulation





Financial Benefits



Project Payback?



Total Project Cost = \$700,000

MISO Interface Applications

- RoviSys selected as partner
- OSIsoft Partner
 - Consulting, SI and ISV
- MISO application scope
 - Submit energy bid and offer information
 - Monitor MISO for notifications
 - Submit forecasted load data from PI
 - Next mobile application to schedule outages from cell phones





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Thank you

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